

Message Text

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PAGE 01 CASABL 00040 111730Z
ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 /018 W
-----111732Z 007365 /43

P 111520Z JAN 77
FM AMCONSUL CASABLANCA
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4548
AMEMBASSY RABAT

UNCLAS CASABLANCA 0040

E.O. 11652: N/A
TAGS: BEXP, MO
SUBJ: CASABLANCA INTERNATIONAL TRADE FAIR 1977

REF: A) CASABLANCA 1420 B) CASABLANCA 1427 C) CASABLANCA 025
D) LAEMMERZAHN-GREENE TELECON JANUARY 7
E) LAEMMERZAHN -GREENE TELECON JANUARY 11

1. URGENTLY REQUEST YOU REPLY REFS A, B AND C. VIEW DIFFICULTY
ESTABLISHING TRANSATLANTIC TELEPHONE CONTACT AND FACT THAT IN
ANY EVENT WE NEED TELEGRAPHIC INSTRUCTIONS TO PROCEED, WE URGE
YOU REPLY IN FULL TELEGRAPHICALLY TO OUR COMMUNICATIONS RE FAIR.

2. REF E INDICATED YOU DOUBTED FEASIBILITY OUR CHARGING QUOTE
AS LITTLE AS \$1500 UNQUOTE PER 10-12 SQUARE METER BOOTH AT THE
FAIR, AND SPECIFICALLY QUESTIONED WHETHER DECORATOR WOULD BE
ABLE TO DO US JUSTICE FOR THAT AMOUNT. FOLLOWING YOUR EARLIER
ASSURANCES THAT DESIGN PACKAGE FOR 1977 PAVILION WOULD NOT DIFFER
MARKEDLY FROM THAT OF 1975, WE HAVE COMPLETED LABORUOS
NEGOTIATIONS WITH LOCAL DECORATING FIRMS. BOTH FIRMS FEEL THAT
THEY CAN BUILD AS A PAVILION OF WHICH WE CAN BE PROUD FOR DH
165,000. STARTING FROM THIS FIGURE, AND TAKING INTO ACCOUNT BOTH
THE LOCAL RATE OF INFLATION AND OUR UNDERSTANDING OF CHARGES IN
OTHER PAVILLONS, WE HAVE CONCLUDED THAT \$1500 IS WHAT THE TRAFFIC
WILL BEAR. WE MUST PROCEED FORTHWITH AND CONCLUDE PARTICIPATION
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AGREEMENTS (HENCE NEED FOR URGENT REPLY REFS A, B AND C). FOR
US TO REOPEN HAGGLING WITH DECORATORS, AND TO INDICATE TO
PROSPECTIVE EXHIBITORS THAT THEY MAY HAVE TO PAY MORE THAN \$1500
RISKS UNRAVELING ENTIRE PACKAGE. MANY FIRMS WILL WITHDRAW THEIR
PROMISE OF PARTICIPATION RATHER THAN PAY MORE THEN \$1500.

3. AS FOR YOUR SUGGESTION (REF E) THAT WE RETAIN MATERIAL FOR

ALL 28 BOOTH, THIS IN EFFECT MEANS YOU PROPOSE THAT WE PURCHASE
20 BOOTHS, FROM DECORATORS. DECORATORS' ESTIMATES WERE BASED ON
THEIR SUPPLYING 20 BOOTHS, AND OUR SUPPLYING THE 8 THAT ARE AT
PRESENT IN STORAGE AT THE CONSULATE. WE BELIEVE IT IS TOO LATE
TO REOPEN NEGOTIATIONS. MOREOVER THE FAIRER AUTHORITIES HAVE
INDICATED TO US THAT 1977 IS THE LAST TIME THE PRESENT FAIRGROUNDS
WILL BE UTILIZED. AS THIS POINT THERE IS NO INDICATION AS TO WHAT
ARRANGEMENTS WILL BE MADE IN 1979 AT NEW SITE. THERFORE EVEN IF
IT WERE POSSIBLE TO PURCHASE ALL MATERIAL USED IN OUR 1977
PAVILION WITHOUT ORENEGOTIATING WITH DESIGNERS, WE DOUBT WISDOM OF
DOING SO GIVEN UNCERTAINTIES SURROUNDING 1979 FAIR. IF FOLLOWING
1977 FAIR BOOTHS ARE IN GOOD CONDITION AND HAVE SOME REMAINING
FUNDS, WE COULD REVIEW QUESTION THEN.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 11-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977CASABL00040
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770010-0700
Format: TEL
From: CASABLANCA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770164/aaaacdwr.tel
Line Count: 76
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 6d1f2fdb-c288-dd11-92da-001cc4696bcc
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 CASABLANCA 1420, 77 CASABLANCA 1427, 77 CASABLANCA 25
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 13-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3628032
Secure: OPEN
Status: NATIVE
Subject: CASABLANCA INTERNATIONAL TRADE FAIR 1977
TAGS: BEXP, MO
To: COM
Type: TE
vdkgvwkey: odhc://SAS/SAS.dbo.SAS_Docs/6d1f2fdb-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009